

UMS, firm to promote Sabah ethnic batik

By Kelimen Sawatan

KOTA KINABALU: A memorandum of understanding (MoU) signed between Universiti Malaysia Sabah (UMS) and Olumis Borneo Batik House yesterday will boost Sabah batik industry locally and internationally.

UMS Vice Chancellor Prof Datuk Seri Panglima Dr Kamaruzaman Ampon said through the MoU, the Sabah-based company will work with the university's researchers to commercialise the Sabah ethnic batik products.

"Although interest in batik products is still on the lower level among the traders and consumers in Sabah, the owners of Olumis Borneo Batik House are confident that the growth potential of the industry is high," he said.

"Thus UMS and Olumis Borneo Batik House have agreed to combine their

resources and expertise to promote Malaysia batik industry, especially Sabah ethnic batik to the local and international markets," he said at the signing ceremony.

Kamaruzaman said that besides designs and innovation, researchers from UMS will be also providing expertise in several fields, such as accountancy, marketing and tourism to the company.

Through the MoU, he said, the two parties have also agreed to publish a coffee table book to introduce Sabah's ethnic motifs in batik products.

He said the book would enrich the Malaysia concept and enhance awareness on the products among the people in the state.

UMS also signed a memorandum of understanding (MoU) with the National Oceanography

Directorate (NOD) to collaborate in the preservation of the state's marine heritage. NOD was represented by its director Prof Dr Noraieni Hj Mokhtar.

Kamaruzaman said the MoU will further strengthen the existing cooperation between the university and the Ministry of Science, Technology and Innovation (MOSTI) to protect and manage the marine life.

He said it involves, among others, research, development and commercialisation of marine sources.

Also present at the ceremony were MOSTI deputy secretary general Datuk Dr Sharifah Zahara Syed Ahmad, Olumis Borneo Batik House founders Justina Dusing and Balasom @ Phillip John Basalant and UMS Human Resources division head Prof Dr No'Man Hj Ahmad Noh.



Kamaruzaman (second left) with Sharifah Zarah (third left) and Justina (third right) after the signing of the memorandums of understanding yesterday.